

**GOVERNMENT OF INDIA
SOCIAL JUSTICE AND EMPOWERMENT
LOK SABHA**

UNSTARRED QUESTION NO:5492
ANSWERED ON:29.08.2001
FUNDS FOR PUBLICITY OF SCHEMES
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Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:

- (a) whether the Government are not giving enough publicity to the Schemes/Programmes meant for the welfare of SCs and STs;
- (b) whether majority of SCs/ STs and Minority Community are not aware about the Schemes/Programmes being implemented by the Government for their welfare;
- (c) if so, the fact thereof;
- (d) the total fund spent by the Government in regard to publicity in print media and electronic media during each of the last three years; and
- (e) whether the Government propose to give wide publicity so as to enable more benefits from these Schemes/Programmes by these people?

Answer

MINISTER OF STATE OF THE MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT (SMT. MANEKA GANDHI)

(a, b & c) The Ministry of Social Justice & Empowerment is giving publicity to its schemes and programmes through various forms of media viz. electronic media, print media, outdoor media etc. Video films produced by the Ministry on the schemes and programmes are being telecast over Doordarshan National Network and also over Regional Kendras. VHS cassettes of films have been made and supplied to the State Governments and Field Publicity Units of Directorate of Field Publicity, Ministry of I&B for field screening. Ministry's films are being also shown on Gyan Darshan, a channel jointly run by Doordarshan and IGNOU. In addition, a weekly radio programme 'Sanwanti Jayen Jeevan Ki Rehen' is produced and broadcast over All India Radio's 30 Vividh Bharati, 73 Local Stations and 15 Primary Channel/stations of the North East in Hindi and 19 Regional Languages. Ministry also publicises the programmes and schemes through advertisements in leading newspapers of Hindi, English and Regional Languages. A compendium of programmes and schemes of the Ministry has also been printed and sent to all the Members of Parliament to enable them to inform and educate the people of their respective areas about the schemes. Updated information about the programmes and schemes of the Ministry is also displayed on Ministry's website: www.socialjustice.nic.in

(d) The funds spent on publicity of schemes including the schemes of Tribal Welfare through various forms of media in last three years are as under :-

(Rs. in crores)

1998-99	1999-2000	2000-2001
2.99	3.42	3.95

(e) Allocation of funds for publicity during the year 2001-2002 has been raised to Rs.4.50 crores. Publicity of schemes and programmes of the Ministry is an ongoing effort and the same is ensured on sustained basis through various forms of media.